



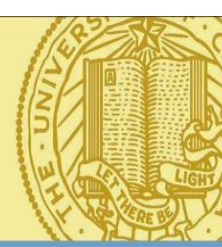
Extension Outreach - What works, What doesn't

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Making a Difference for California
Affirmative Action
Here & Now
Valuing Diversity and Equal Opportunity

Introduction

California Small Farms

Each Ag Census reports significantly fewer farms in California and the U.S. This isn't always the case with small farms. In 1964, there were 73,809 small farms in California compared to 67,327 in 2002 and 68,420 in 2007. Approximately 85% of all farms in California are classified as small farms (grossing less than \$250,000).

Fresno County Small Farms

- * 4,738 farms are classified as small farms
- * Almost half are minority operated
- Hispanics make up about 54%
- Asians make up about 40%

Fresno has approximately 1,300 Asian immigrant farmers from Laos/Thailand. One group alone, the Hmong, make up 62% of the Asian farms. They have been immigrating to California since 1975. About 15,000 more Hmong refugees came to the U.S. in 2005 from a Buddhist camp in Thailand.

1. Objectives

- To evaluate different methods of outreach and determine the advantages and disadvantages for each, with respect to different groups.
- To evaluate "enhancers" or measures that can make a particular form of outreach more efficient or advantageous.
- To compare outreach methods for the different ethnic groups and what might work better for certain groups.

2. Methods & Activities

a. One-on-one Farm Visits

- Very good, the most effective
- Not very efficient



Hmong CE assistant giving advice to Hmong farmer

b. Ethnic Radio - Television

- Very effective, very efficient - especially if there are only 1-2 stations in the community
- Radio is less expensive than television \$4,300/yr
- Suggestion: Have a person broadcast in specific language of the listeners AND have a regularly scheduled broadcast



Partners include UC Small Farm Center, USDA-FSA, USDA-RMA. Program for 1 year costs \$2,300 (split 3 ways) - for 26, half-hour broadcasts

c. Walk-in Office Visits, Telephone

- Very necessary to maintain contact with clientele
- Message machine should be in several languages

2. Methods & Activities (con't)

d. Group Meetings

- If translating, best to have separate meetings for different groups, otherwise the meeting is too long
- If at all possible, conduct the meeting entirely in clientele language without having to translate



e. Written Materials, Handouts

- These work best with CBO supervisors or train-the-trainer programs
- Suggestion: If they are used they should be short, and with pictures
- Know the clientele - education level, reading capabilities

f. Conduct Research Trials on their Farm

- Helps in the information adoption process

g. Offer Gadgets, Gizmos, & Attention Getters

- free soil tests (ph, salt)
- free pest diagnosis
- free hands lenses (80¢ each)
- free nitrogen 'quick' tests



h. Audio or Video Cassettes, DVD's

- Very useful for clientele unable to read. Seeing and hearing are very effective tools
- Video cassettes can be quite expensive ~\$10,000

i. Partnerships



3. Results

Many extension outreach techniques are used to disseminate information to small farmers. Which methodology is used may vary from group to group depending on ethnicities, available media in the area, resources available to the communicator, and recipient characteristics (age, gender, education).

Employing a Hmong assistant has contributed immensely to the success of the small farm program for Asians in Fresno County, California. Besides helping to establish trust with the community and being fluent in their languages, he makes numerous trips out to their farms with the farm advisor to assist them with problems.

Radio has been the most efficient method utilized by UC Cooperative Extension for 'Hmong' small farmers. Developing partnerships with USDA-FSA and USDA-RMA for the radio broadcasts has contributed to the diversity in topics and resulted in greater visibility for all of the organizations and additional benefits to farmers.

4. Summary

- Hiring someone from their community and fluent in their language is a great asset. Highly recommended!!
- Have consistency of programs and be in it for the long haul. Immigrant and minority farmers see a lot of short-term projects (one year or less) and begin to wonder if the project is more for the sponsor.
- Gain the trust of the group by doing 1 & 2 above and also getting involved in some of their activities, i.e., Hmong new year booths or displays.
- Respect their culture and customs. (It is important to know the clan leaders, if there are any.)
- Make an attempt to learn some words/phrases in their language.
- Develop partnerships with CBO's, government agencies, colleges, etc.

5. References

- National Agriculture Statistics Service. 2009. California agriculture statistics 2007. Sacramento, CA. 568 pages. www.nass.usda.gov.
- Fadiman, A. 1997. The spirit catches you and you fall down. Noonday Press, New York.